

# ARUBA VISITOR'S GUIDE

## GUIA PARA EL TURISTA EN ARUBA

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The **"Talk of the Town"** Restaurant is located in the distinguished  
Coral Strand Hotel

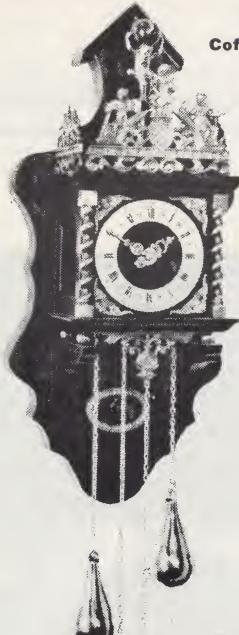
(With Aruba Road Map in color)

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KAN

ARUBA-BONAIRE-CURAÇAO-ST. MAARTEN + IN HOLLAND

As can be seen in  
Sheraton's  
Coffee Shop



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FOUNDED IN HOLLAND

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ARUBA-BONAIRE-CURAÇAO-ST. MAARTEN + IN HOLLAND

Sea Wolf Automatic  
Divers' watch



Jewelers

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ARUBA-BONAIRE-CURAÇAO-ST. MAARTEN + IN HOLLAND



YASHICA binoculars



Jewelers

FOUNDED IN HOLLAND

Bonbini - Welcome - Bienvenidos

Our staff will gladly assist you with all possible information and suggestions to make your stay in Aruba a most pleasant and enjoyable vacation.

Al desearles una estadía muy placentera en esta isla, nos ponemos a sus órdenes para asistirles en la mejor forma posible.

Aruba  
TOURIST BUREAU

TEL. 3777



# welcome, bienvenido, "bon bini" to Aruba MARISKA'S BOOKSTORE

We have for you, postcards, postage stamps and a mailing service. Also American magazines, English paperbacks, Aruba souvenirs and for stamp collectors we have all the stamps that you miss in your collection.



## SHOP TALK

Dear Visitor, we would like to give you all sorts of clues to help plan your shopping. Cameras, watches, perfume, liquor, china..... These are just a few of the luxury items that Aruba's fine shops stock at practically free port prices. Price tags usually are marked in Netherlands Antilles Florins, but merchants readily accept U.S. currency. The official rate of exchange is 1.85 Florins to 1 U.S. Dollar. Most merchants give visitors an extra bargain by figuring the exchange on a flat 2-for-1 basis. Haggling is not an accepted custom in Aruba. Stores are open from 8—12 noon and 1.30 (2)—6 p.m. Monday thru Saturday.

A fine place to start your shop tour is at ANTONIO'S RESTAURANT for good snacks and fast service. At the head of the Nassaustraat, the town's mainstreet, you face MANHATTAN STORE, INC. Enjoy pleasant shopping and look through their large assortment of international gift items; copper & brassware, Israeli ceramics, embroidered linens, beach wear..... and Samsonite suitcases. A few steps down is MARISKA'S BOOKSTORE. Here you'll find the largest assortment of postcards, slides, color films, of Aruba's finest spots and postage stamps to mail your letters and cards to all your friends (the mailing service is completely free of charge). Directly across the street is FANNY'S. Here you'll find cashmere sweaters, Indian silks, brocade and embroidered garments, French beaded bags, gold and silver charms, crystal, Swiss watches, perfumes, souvenirs and gift items. Diner's Club and American Express Credit Cards are accepted. Next block is LEO BERLINSKI's jewelry store, which features platinum and 18 kt. gold jewelry, cultured pearls, the world famous Girard Perregaux and other well-known Swiss made watches. It carries sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden, and England, figurines, teakwood articles, petit point and beaded bags. Just in front of the taxi-stand you'll find ARUBA PEASANT SHOP, a shopper's paradise with handicrafts from all over the world, lovely dolls, a wide range of pipes; also Pringle cashmere sweaters, "Kislav" gloves and Imperial linens from Madeira. Now cross the street again and enter CASA HAIME. Featuring extensive lines of souvenirs, embroideries, jewelry, Mallorca pearls, Swiss watches, beach wear and boutiques. This modern store is air- & musiconditioned and service excellent. Continue to ARUBA TRADING COMPANY. Their well-trained and friendly staff will make your shopping a real pleasure. Here you will find an extensive collection of cosmetics, perfumes, men's and ladies wear, ties, gift articles, and souvenirs - all of first quality. They will gladly deliver your bonded liquors and cigarettes free of charge to your ship or plane. And don't forget to visit PHOTO EL GLOBO, annex to ARUBA TRADING, with their large selection of photographic equipment of world famous brand names. In the mainstreet the carillon and the lovely

VISIT

# FANNY'S

Mainstreet No. 7 Aruba - N.A.

Van Raalte

Ballantyne Cashmores

Lyle & Scott Cashmores

Emanence gents underwear

dada chemise

ARROW

DUNLOP 65

Cravettes GIVENCHY

Georg Jensen

Longchamp

Jeantet

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Step Atomizers

Royal Tuscan MEMBER OF THE WEDGWOOD GROUP

ROYAL ALBERT Bone China

Limoges MINIATURES

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The most accurate  
GP High Frequency  
chronometer in the  
world

**GIRARD-PERREGAUX**

FINE WATCHES SINCE 1791

**"Leo Berlinski" Jeweler**

DIAMONDS - JEWELRY - WATCHES  
ORANJESTAD SAN NICOLAS  
ARUBA, N.A.

showcase displays identify **SPRITZER + FUHRMANN**

"Jewelers of the Caribbean" with shops in Aruba, Bonaire, Curaçao, St. Maarten, and also in New York. You simply cannot miss this place. Its famous carillon bells with the revolving native figurines is an unforgettable experience in sound and sight. Sole representatives for over a dozen of the most famous Swiss brand watches including the Patek Philippe, Audemars Piguet, Piaget, Omega, Eterna, and Ernest Borel. Exquisite collection of precious and semi-precious stones, lustrous pearls, and exclusive gold pieces. China and crystalware from the most famous houses in Europe. Sterling from England, Holland, and Denmark. Novelty watches and clocks covered by a guarantee that follows you home. SPRITZER & FUHRMANN has a trained staff capable of helping you make the wisest choice. The New York branch will gladly service your articles bought in the islands. It is interesting to know SPRITZER & FUHRMANN was three times winner of the Diamonds International Award and recently has been appointed Jewelers to Her Majesty the Queen of the Netherlands. The optical department "Optica Moderna" is located in front of Spritzer. From Spritzer's "Optica Moderna" we stroll toward PALAIS ORIENTAL, famous for ivory and wood carvings from India, Haiti, Hong Kong and Africa. Also for your pleasure are exotic wearing apparel, such as shawls from India, and pipes from Denmark and Italy. You will find moderately-priced perfumes and colognes by Christian Dior, Jean Patou, Guerlain and others, and many more articles from all over the world. Palais Oriental also have been appointed exclusive agents for the world-known Swiss watch "H a r p o o n". Next block (behind No. 1 Store) we find LA VENEZOLANA, your best bet for fine men's wear. We continue our tour in the main street. A courteous "bon bini" awaits you at JEWELRY OLGA VASQUEZ for jewelry, watches and emerald and leather bags from Colombia. Probably you are now ready for a bite to eat. Walk up the street till you face the Esso station. Around the corner at your right you will be delighted with that very, very special Chinese and International food of HONG KONG RESTAURANT AND BAR, fully airconditioned. Now why not call a taxi (Tel. 1604 or 5160) and ask the driver to take you to the CORAL STRAND HOTEL, "Talk of the Town Restaurant," for a drink at the terrace bar and a swim in the fresh water pool. For a last suggestion, ask a cab to take you along the L.G. Smith Boulevard and drop you at the TROCADERO. Here you'll have the pleasure of choosing from many types of drinks and eating one of the many Trocadero sea food specialties. On your way back to your hotel or while touring the island, on Aruba's marvelous sugar-white beach the MANCHEBO BEACH HOTEL invites you to sip and dip in a completely relaxing atmosphere overlooking the crystal-clear blue Caribbean. Last but not least, discovering the other end of the Island in the center of San Nicolas is the ASTORIA HOTEL. The open-air patio lovely decorated in Chinese style invites you to have your genuine Chinese food served under exotic tropical sky..... We hope you enjoy your stay in Aruba and say in Papiamento "Ayo" which means "Goodbye" or "So long"!

## HOTEL RESTAURANT SAN MARCO



- The only restaurant in Curaçao with Genuine Italian Dishes such as: Cannelloni - Pizza - Lasagna - Veal Scallopine - Scampi
- Airconditioned restaurant
- Two minutes walking distance from the famous Pontoon bridge.
- Situated in the middle of the shopping center.
- **RATES:** SINGLE \$ 9.45  
DOUBLE \$ 12.20  
TRIPLE \$ 14.85

HOTEL RESTAURANT (Italian) SAN MARCO  
CURAÇAO - NETH. ANTILLES - TEL. 12880

## For Your Shopping We Recommend RECOMENDAMOS PARA SUS COMPRAS

Oranjestad:

SPORTSHOP ANTILIANO  
MANHATTAN STORE  
MARISKA BOOKSTORE \*  
FANNY'S  
LEO BERLINSKI \*  
ARUBA PEASANT SHOP  
CASA HAIME  
ARUBA TRADING COMPANY - PHOTO EL GLOBO \*  
PALAIS ROYAL  
RIVIERA

**SPRITZER + FUHRMANN**

CASA DEL MIMBRE  
PALAIS ORIENTAL  
KAN JEWELERS \*  
LA VENEZOLANA  
JOYERIA & RELOJERIA OLGA VASQUEZ  
MAGGY'S BEAUTY SHOP  
DE WIT BOOKSTORE \*  
HARTOG SHOE SHOP  
LA BONANZA  
BEAUTILITIES & CO.  
VALEN GIFT SHOP (Airport - Aeropuerto)

San Nicolas:

RED BOOKSTORE  
LEO BERLINSKI \*

**SPRITZER + FUHRMANN**

ARUBA POST \*  
PALAIS ORIENTAL  
FANNY'S

\* Closed on Tuesday afternoon. Cerradas martes en la tarde.

## For Rent "COSY CORNER BUNGALOW"

close to beaches and shopping center

- private
- comfortable bedroom combined with cosy living room
- airco
- modern kitchenette
- T.V.
- terrace and lovely garden
- telephone
- maid service available

RATES: Dec. - May \$ 17.50  
May - Dec. \$ 15.00

CALL: E. I. IRAUSQUIN,  
TEL. 8058, HOOIBERG 26B, ARUBA.  
• no charge of Government tax



# Trocadero

Airconditioned Dining Room overlooking the Schooner Harbor



TEL. 1756

## COCKTAIL LOUNGE

OPEN FROM 10 A.M. TO 2 A.M.

- STEAKS
- Chinese dishes
- Curry dishes

Specializing in

## SEAFOOD



# Aruba



Aruba, first of the ABC islands, is the most western of the Leeward group of the Netherlands Antilles. It lies 15 miles from the Venezuelan coast, 12 degrees, 24 minutes north of the equator. It is 19.6 miles long, six miles in width at its widest point, and contains 70.9 square miles of rocky red hills and magnificent white sand beaches, surrounded by the deep blue Caribbean.

The average yearly temperature is 82 degrees, with the coolest months January and February and the warmest August and September. The air is lively and sparkling because the humidity averages only 76 per cent. Average annual rainfall is less than 20 inches. Aruba time is 1 hour ahead of Eastern Standard Time and 4 hours earlier than G.M.T.

### THE PEOPLE AND THEIR LANGUAGES

Aruba is the only Caribbean island on which the Indian population was not exterminated. The Aruban today is a descendant of Indians, with a mixture of Spanish and Dutch blood of the early colonizers. Arubans, those born on the island, number about 36,000. All are citizens of the Netherlands. Over 40 nationalities (total population 59,000) living peacefully together on the island.

The Leeward islands (Aruba, Bonaire, Curaçao) have a living language of their own — Papiamento. It is a "lingua franca" that has evolved from Spanish, Portuguese and Dutch with some Indian words. Almost everybody on Aruba speaks Papiamento, Dutch, Spanish and English.

Dear Mr. & Mrs. Tourist:

**Rivièra** invites **YOU**

**Rivièra**

Nassastraat (Mainstreet) 20

Tel. 3663

### Watersports



The waters surrounding Aruba are wonderful natural playgrounds. Deep-sea fishing is excellent. The best sport fish in local waters is the Balahu, followed closely by the blue and white marlin.

Skin diving has been popular on Aruba for many years. The waters around the island are exceptionally clear. Underwater visibility of as much as 150 feet is not unusual. As popular as skin diving is waterskiing. Because the Caribbean on the leeward side of Aruba is always calm, it provides a fine course for waterskiiers. Instructors will show the beginner the elements of waterskiing and have him zooming across the turquoise waters in no time.

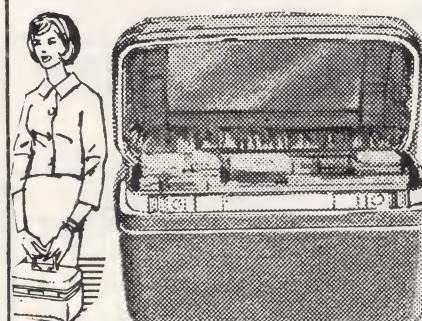


Boats and equipment are for rent. Guides familiar with local waters are available to show visitors the best places for diving, underwater photography or spearfishing. For the more sedentary, there are glass bottom sightseeing boats that cruise over the island's reefs and sunken wrecks.

### Manhattan Store N.V., Inc.

ORANJESTAD

TEL. 1159



Ready to wear  
for  
the whole family

Ladies Dresses,  
Night Gowns,  
Sweaters and  
Beaded Bags

**Samsonite Silhouette**  
The Gift That Says "You Care!"

Season's Greetings

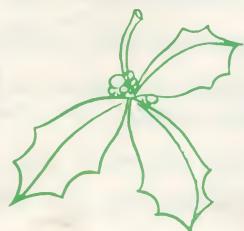
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Your Jeweler



Strangely shaped DIVI DIVI TREE  
which always points downwind.



Sugar-white BEACHES, Aruba's  
greatest attraction.

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OFFERS YOU A LARGE SELECTION  
OF FAMOUS FRENCH PERFUMES

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BONDED LIQUOR

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MAINSTREET, ORANJESTAD - SAN NICOLAS

**HOTEL ASTORIA**

SAN NICOLAS

Tel.: 5132

Your visit is incomplete if you have not visited the  
HOTEL ASTORIA.

- ★ The only Restaurant in Aruba with a genuine  
chinese cuisine.
- ★ In the center of San Nicolas
- ★ Open air Patio-Dining Room
- ★ Airconditioned Rooms

Visit us and have your dinners under  
TROPICAL BREEZE and EXOTIC  
TROPICAL SKY.

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*Wishing You Happy Holidays*



**SPRITZER+**

**FUHRMANN**

"Jewelers of the Caribbean"

ARUBA • BONAIRE • CURAÇAO • ST. MAARTEN • NEW YORK



## What to do and where to go in the Holiday Season . . . . .

### - Dining & Entertainment - - Donde Cenar y Divertirse -



HOLIDAY INN ARUBA

: Christmas turkey dinner and New Year's Eve gala dinner and celebration in the Palm Beach Room (Call 3600)

BASI RUTI HOTEL

: Special Christmas and New Year's Dinner (Call 2222)

ARUBA CARIBBEAN HOTEL-CASINO

: A very special program (Call 2250)

ARUBA-SHERATON HOTEL & CASINO

: Christmas turkey dinner and a very special New Year's Eve program (Call 3900)

OLDE MOLEN

: Exquisite holiday menu and night activities (Call 2060)

MANCHEBO BEACH HOTEL

: Delightful Christmas and New Year's specialties and surprising holiday activities. (Call 3444)

DIVI DIVI BEACH HOTEL

: A very attractive program (Call 3300)

TROCADERO RESTAURANT

: For information call 1756

BALI RESTAURANT

: Specialized in exotic Indonesian meals (Call 2131)

CORAL STRAND HOTEL

: Tempting holiday menu and sparkling entertainment and dance music. (Call 3380)

CACTUS INN HOTEL

: Special dishes and entertainment in a charming atmosphere (Call 3100)

HONG KONG RESTAURANT

: International cuisine and mouth-watering Chinese food (Call 2966)

ESSO CLUB

: Exceptional holiday menu and special dance festivities (Call 9-2470)

HOTEL ASTORIA (San Nicolas)

: For information call 5132



Aruba-Sheraton  
Hotel & Casino

Phone 3900

wishes you

Happy Holidays

**ARUBA BANK LTD.**

**The Oldest Bank on the Island**

Oranjestad

— San Nicolas

Tel.: 1550-1558

Tel.: 5105-5125

*Joyous holidays to all our many friends  
and customers*

Wake up in the morning  
with nothing to do  
Go to bed at night  
with it half done...



Aruba is that kind of place — with its quaint "neat-as-a-pin" Dutch flavor, world renowned freeport shopping, delightfully charming people and unquestionably the finest beach in the Caribbean.

This deluxe new kind of Holiday Inn is here to help put you in that special frame of mind. With 209 beautifully decorated rooms and suites, excellent foods, entertainment, shopping, casino, sailing, fishing, and lots and lots of other nothing-to-do things.

Come share it with us.



Your new world of **Holiday Inns**

WHEN AT ARUBA  
DO AS ARUBA DOES



Yes, enjoy the sugar white beach all to yourselves; enjoy the sparkling clear sea water, the clean air, and among other things, enjoy AMSTEL BEER, one of the world's finest beers, brewed with pure distilled water in the Netherlands Antilles and the finest hops and malts to guarantee fresh quality!

THAT'S ARUBA! THAT'S AMSTEL!

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FOR THE BEST IN  
SPORT ARTICLES

THE BEST-STOCKED SUPERMARKETS

IN ARUBA

## NICK HABIBE Jr's

Finest quality • Holland cheeses

- ◆ Russian caviar
- ◆ Beefeater Gin
- ◆ Tobler chocolates
- ◆ and many more

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Airconditioned

TEL. 3535

Located in the heart of the shopping center

Serving **BREAKFAST ★ PLATTERS  
SANDWICHES ★ LOCAL SNACKS  
BEVERAGES AND ICE CREAM**

Welcome to Aruba



## ENTERTAINMENT

**HOLIDAY INN HOTEL**

**BASI RUTI BEACH HOTEL**

Steelband music Wed., Friday & Sat. night.

**ARUBA CARIBBEAN HOTEL-CASINO:**

Klompen Klub - Bali Bar

**ARUBA-SHERATON HOTEL & CASINO:**

Rembrandt Room (Supper Club)

Club Diablo

Discotheque: Thursday, Friday & Saturday 9 p.m. - 2 o'clock in the morning; 2 p.m. - 6 p.m. Sundays.

**DE OLDE MOLEN** (closed on Mondays):

Mill-O-Theque: 10 p.m. - 2 o'clock in the morning; Saturday 11 p.m. - 5 o'clock in the morning.

**MANCHEBO BEACH HOTEL:**

Andicouri Room - open: 7 p.m. - 10:30 p.m.

Vespucci sunken pool bar - open: 9 p.m. - 1 o'clock in the morning.

**DIVI-DIVI BEACH HOTEL:** Pelican Beach Bar and Patio: Wine and Dine with Jossy Brokke - 6:30 to 10 p.m. Wed. thru Sun. Dancing - Friday and Sunday plus late Supper Snacks. Patio Barbeque - Sunday 11 a.m. to 5 p.m.

**CORAL STRAND HOTEL** "Talk of the Town Restaurant" Moonlight Grill

**HOTEL "THE CACTUS INN":**

Discotheque: 9 p.m. - 2 o'clock in the morning (except Tuesdays)

**MOVIE THEATRES:**

**ORANJESTAD: DE VEER** (next to Trocadero Restaurant)

**RIALTO**

**BALASHI** (near Waterplant): DRIVE-IN, 8:30 p.m.

**SAN NICOLAS: PRINCIPAL**



KIWANIS - Dinner meeting at Coral Strand Hotel every Monday at 7:30 p.m.



LIONS - Dinner meeting at Trocadero Restaurant every first and 3rd Wednesday at 8:00 p.m.



ROTARY - Dinner meeting at Trocadero Restaurant every Monday at 6:45 p.m.



TOASTMASTERS - Dinner meeting at Trocadero Restaurant every third Tuesday at 7:30 p.m.



JAYCEES - Dinner meeting at Coral Strand Hotel every second Thursday at 8:00 p.m.

Alliance Française: For information call 7215

Y'S MEN CLUB: For information call 5303.

## MASONIC LODGES

Lodge "El Sol Naciente" — Tel. 1818

King Solomon's Lodge — Tel. 5619

Lodge "Hiram 102" — Tel. 5431

ROSICRUCIAN ARUBA CHAPTER, AMORC.

Savaneta 202. For info call 3263.

Meetings: every Thursday evening

# THE DIVI DIVI HOTEL CORPORATION N. V.



Invites you to participate in the ownership of  
THE DIVI DIVI BEACH HOTEL  
now completed at Druif Beach.

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For details

call or write Investment Department  
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Nassastraat 92 - Oranjestad - Aruba  
Phone 1200.

New York office: 308 N. Tioga Street  
Ithaca, N.Y. Tel. (607)-273-2040

DIVI DIVI BEACH HOTEL  
P.O. Box 577 Tel. 3300

WINE - DINE - DANCE - RELAX

all under the Divi Divi tree

Here you will find:-

- ★ 1000 feet of sugar white beach
- ★ Fresh water swimming pool
- ★ Pelican beach bar + patio
- ★ Entertainment

Jossy Brokke winner of the Antillean  
Song Festival  
Dancing - Friday & Saturday to the  
small hours.



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The most  
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Available in all good stores, Drug stores and Hotels.

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- ★ Your Beauty Shop for professional service
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Completely Airconditioned — Coffee served

Nassastraat no. 59 (mainstreet) - Tel 2113



# Aruba-Sheraton Hotel & Casino

invites you to visit its facilities

### REMBRANDT ROOM (Supper Club)

Here you will find excellent food and international shows, amidst reproductions of Rembrandt paintings on walls of red felt and beautiful chairs covered in black and gold cut velvet.

### CLUB DIABLO

This cocktail lounge offers entertainment and swinging music for dancing until 2 a.m.

And for the junior set, Aruba's first

### DISCOTHEQUE,

open till 2 a.m.



Enormous sweet water pool with nearby Balashi  
Bar & Grill.



## DE WIT STORES N.V.

AUTHENTIC DELFT BLUE CHINA



ROYAL DUTCH PEWTER



ARUBA CARIBBEAN HOTEL  
ARUBA SHERATON HOTEL  
MANCHEBO BEACH HOTEL

Also at :

de Wit Giftshop Mainstreet Oranjestad



## Bazar "CARMEN"

WEG SEROE PRETOE 37, SAN NICOLAS  
PHONE: 5224

*Did your friend boast about bargaining?  
Visit us and be the one to boast the next  
time*

## E. L. FERROL - EST. 1947

★ Manufacturers' Representative

★ Commission Agent ★ Distributor

Cable: ELFE/ARUBA

Tel. Office: 2176

Address: P.O. Box 35

Res.: 3073

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- JEWELRY Gold & Silver - Mallorca Pearls  
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The most family fun car that is  
new with 988 reasons for superior  
performance

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Aruba

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★ CHOICEST WINES

COURTEOUS SERVICE !

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wishes you **HAPPY HOLIDAYS**  
Special attraction:  
**DADY AND THE STAR SHINERS**  
on Friday and Saturday night and  
**"THE MAGNIFICENT FIVE"**  
the Band with the local flavor  
Monday thru Thursday and Sunday:  
**"JOSSY BROKKE"**  
winner of the Antillian Song Festival

MERRY CHRISTMAS AND HAPPINESS  
all through the coming year.

CHINA CLIPPER HOTEL & RESTAURANT  
San Nicolas

**ARCU Realtors**



From plot to draperies  
CALL: 2800

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BEST WISHES



All the joys of a **Merry Christmas and a year**  
full of happiness

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Oranjestad - Tel. 1553 — San Nicolas - Tel. 5054

Agent for GRACE LINE

**Merry Christmas**

and a

**Happy New Year**

VERENIGDE ANTILLIAANSE  
**vad**  
Drukkerijen

ALL GOOD WISHES FOR CHRISTMAS

AND THE COMING YEAR

**J. E. P. CABENDA**

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FOR THE BEST IN SPORT ARTICLES

**BON PASCU Y UN FELIS ANJA NOBO**

from

**ARUBA TECHNICAL MACHINE SHOP**

**DE WIT STORES N.V.**

**ARUBA**

With all good wishes for a  
*Merry X-mas*



*and a  
Happy New Year*



There is no better way to extend our Season's

Greetings than the old-fashioned way to say:

**BON PASCU I BON ANJA NOBO**

**MERRY CHRISTMAS AND GOOD WISHES**

**FOR THE NEW YEAR**

A Very Merry Christmas  
and a  
Prosperous 1970



Felices Pascuas y Próspero  
Año Nuevo

**ARUBA VISITOR'S GUIDE**  
GUIA PARA EL TURISTA EN ARUBA

## LA ESPERANZA SUPERMARKETS

ORANJESTAD

SAN NICOLAS

MAY CHRISTMAS BE JOYOUS  
and the  
NEW YEAR HAPPY AND BRIGHT

May Christmas Be Joyous And The  
New Year Happy And Bright

## Aruba Caribbean Hotel-Casino

Tel. 2250 — Aruba's Tourist minded hotel

1/4 mile snow-white beach — spacious and luxurious rooms with panoramic ocean view from private terrace — comfortable relaxation

**HAPPY HOLIDAYS**

**Feliz Navidad**



Aruba Chemical Industries N.V.

Happy  
Holiday

Season



**NO. 1 STORE**  
FUCHS & GELBSTEIN

wishing you

Merry Christmas and Happy New Year.

BOTICA DEL PUEBLO N.V.

Est. 1935

Nassastraat 22 and Klipstraat 9, Oranjestad

Since 34 years at this time of the year we take pleasure in wishing you all

A VERY MERRY X-MAS

and a

REAL HAPPY NEW YEAR



On Aruba's northcoast the NATURAL BRIDGE carved out of solid coral rock

## MANCHEBO BEACH HOTEL

TEL. 3444

Completely airconditioned - fresh waterpool - private beach - cozy cocktail lounge - sunken pool bar bolas criollas

All Good Wishes For  
CHRISTMAS And The NEW YEAR

Felices Pascuas y Próspero Año Nuevo



# "BONBINI" TO ARUBA

from

# DEWAR'S "White Label" SCOTCH WHISKY

it never varies



## CHARLANDO SOBRE LAS TIENDAS

Amigos visitantes: Quisiera ante todo saludarlos con la cordial bienvenida del nativo, !Bon Biní!; que los días pasados en nuestra amada isla dejen en Uds. recuerdos memorables y gratos.

Para contribuir a ello, permítame servirles de guía acompañándoles en esta, su primera jira de compras. Para realizarla recorreremos casi de extremo a extremo la calle principal, que se llama Nassaustraat y que es el centro comercial de Oranjestad. Empecemos por visitar a MANHATTAN STORE. Aquí se ofrecen regalos y recuerdos de todos los países del globo, carteras bordadas, sweters, trajes de baño, maletas Samsonite. Venga, vea, y convénzase Ud. mismo. Cruzando la calle entraremos en la FANNY'S SHOP, una tienda donde podremos adquirir artículos en cuero, sweaters de Angora y de Cachemira; chales, perfumes y talles balinesas e hindúes en madera y en marfil.

En la misma acera nos queda la JOYERIA DE LEO BERLINSKI, donde él, personalmente o su esposa o una de sus bien entrenadas empleadas nos atenderán con amable solicitud. Aquí se ofrecen joyas de oro con piedras preciosas y semipreciosas; juegos en filigrana o en modernos diseños de platino u oro de 18K.; perlas cultivadas; relojes suizos de bien reputadas marcas, destacándose entre ellos los mundialmente famosos relojes Girard Perregaux. Leo Berlinski tiene en existencia cubiertos en plata pura, platinados o de acero inoxidable; vajillas de fina porcelana y de cerámica; cristalería de Francia, Finlandia, Suecia e Inglaterra, así como figurillas, artículos de madera de teca y preciosas carteras bordadas en petit point o en mostacilla; todos en gran variedad de diseños y a precios adecuados al presupuesto del cliente.

En la próxima puerta está ARUBA PEASANT SHOP, que le ofrece sweters, bordados, guantes "Kislav", fina lencería de Madeira, pipas en gran variedad, también encontrará Ud. bellisimos objetos de arte de Méjico y preciosas muñecas del país.

Salimos y al frente está la ARUBA TRADING COMPANY, con su anexo PHOTO EL GLOBO. En esta tienda, la fama de la cortesía de sus empleados corre pareja con la fama de los artículos de primera calidad que ofrece. Las damas encontrarán aquí una enorme variedad de cosméticos y perfumes de las más famosas casas francesas y americanas, así como la más fina lencería, ropa de niños y regalos. Los caballeros encontrarán desde calzado hasta sombreros y trajes para todas las ocasiones, artículos de tocador que Ud. prefiere, licores y cigarrillos; todo de bien reputadas marcas. Sin ningún costo adicional la ARUBA TRADING le enviará a su avión o vapor los licores o cigarrillos libres de impuesto que Ud. haya comprado.

Capítulo aparte merece PHOTO EL GLOBO, especializándose en cámaras y equipo fotográfico, grabadores de cinta magnetofónica, telescopios, radios y televisores en miniatura — de lo más pequeño hasta lo más grande y técnico en esta línea lo podrá Ud. encontrar en PHOTO EL GLOBO.

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Un poquitito más adelante atraerán su atención las alegres notas de un carillón; se trata del carillón de SPRITZER AND FUHRMANN, esa famosa joyería de la que ya habrá oido hablar si ha visitado N. York, Curazao, Bonaire, o San Martín. Es difícil rehuir la atracción de sus vitrinas decoradas con primoroso cuidado y delicado gusto, pero adentro nos esperan más maravillas y el alivio del aire acondicionado. Es deslumbrante su exclusiva colección de joyas en diamantes y oro y al decir exclusivas, quiero decir únicas en el continente ya que SPRITZER AND FUHRMANN, siguiendo la antigua tradición de las mejores joyerías del mundo, poseen sus propios orfebres y diseñadores, verdaderos artistas cuyas exquisitas joyas por repetidas veces han merecido galardones en los concursos internacionales. Aquí encontramos los más finos relojes, tales como Patek Philippe y Piaget, amén de una extensa colección de novedosos relojes suizos a precios muy convenientes. A la chica que le dedique su especial atención pídale ver las carteras de noche un verdadero primor del arte manual francés, así como también los objetos de arte, cristalería, plata y porcelana de las más famosas casas de Europa que allí se venden. Como detalle adicional quiero decirles que las garantías de SPRITZER AND FUHRMANN son honrados en su tienda de Nueva York, cita en la 5 East 57th Street.

Frente a Spritzer & Fuhrmann está PALAIS ORIENTAL. Todos los esplendores del Oriente se despliegan ante nosotros en este tienda sin igual. Esculturas de marfil; incrustaciones de madreperla en aromáticas maderas de la India; tallas primitivas de Haití y de África; saris y chales de pura seda en los más exquisitos colores, bordados en oro y plata; cofres de madera de alcanfor llegados desde Hong Kong; joyas orientales de las más raras piedras preciosas; perfumes de

sándalo, de rosas, de jazmines; todos los aromas del mundo en frascos con rótulos de Christian Dior, Jean Patou, Guerlain..... No se olvide de solicitar el famoso reloj suizo "Harpoon".

Los aficionados al sif y el dip (un traguito y una zambullida) tienen un sitio ideal en la piscina y el bar del CORAL STRAND HOTEL, ventajosamente localizado cerca de la ciudad. También para una noche alegre, bailando a los compases de un combo, tiene el CORAL STRAND HOTEL "Talk of the Town Restaurant", un artístico bar-restorán decorado con pinturas modernas de un conocido artista local.

Para un Chow (comida) chino, visite el HONG KONG RESTAURANT & BAR, completamente aire acondicionado. No pida algo corriente, pida un plato extraordinario, diga; Déme un Mu Ku Kai Pán y ejecute su lengua y su paladar.

Si su apetito le pide pastas, diríjase en taxi hasta el BASI RUTI HOTEL especializado en platos italianos. Si quiere disfrutar del paisaje marino diríjase al TROCADERO y ordene un plato a base de mariscos, que son la especialidad de este restorán. Pero la hora avanza y hemos de proseguir con nuestras compras. En el próximo bloque (donde está el No. 1 Store) los caballeros no querrán perderse una vista a LA VENEZOLANA, de reputada fama por sus artículos finos para caballeros. Otra vez en la calle principal entraremos en la JOYERIA Y RELOJERIA OLGA VASQUEZ. Su dueña nos atenderá personalmente con ese donde gentes que la caracteriza; ella misma, probablemente, nos dirá de las varias casas de relojería suizas que representa con exclusividad, haciéndonos admirar las joyas auténticas italianas y las fantasías alemanas que exhibe en sus vitrinas; llaman la atención sus joyas de oro macizo y esmeraldas de Colombia.

Para cerrar con broche de oro nuestra jira de compras les sugiero ahora una visita al famoso "Vespucci Bar" del MANCHEBO BEACH HOTEL, situado en la hermosa playa blanca. Aquí también Ud. puede gozar de los deportes acuáticos o bolas criollas.

Llegada la hora de las despedidas sólo me queda decirles: ¡Hasta pronto, amigos! ¡Que hayan disfrutado de nuestra jira de compras!

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Over 28,000 square feet of freehold property land situated at Villa in ST. VINCENT, West Indies. Overlooking Aquatic Club and Young Island with beautiful view of Grenadines and beach rights to warm, blue Caribbean Sea. Just 3½ miles from city. Also 22,000 square feet of freehold property land at Ratho Mill on road to Blue Lagoon Hotel, next to Sugar Mill development project and overlooking the Carenage, about 5 miles from City of Kings-town in St. Vincent, West Indies.

For further information contact:

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## Conozca a Aruba

Durante su permanencia en Aruba, y a fin de conocer mejor nuestra isla Ud. puede contratar los servicios de un taxi, visitar los puntos de interés en una excursión de turismo o alquilar un automóvil y conducirlo Ud. mismo. Para esto último, Ud. puede adquirir una licencia temporal presentando su licencia válida expedida en su país de origen.

La unidad monetaria de Aruba es el florín de las Antillas Neerlandesas, símbolo del cual es Fl. o F. El tipo de cambio vigente es de F. 1,85 al dólar de los Estados Unidos o F. 0,42 al bolívar venezolano para cheques de viajeros. Muchos comerciantes hacen el tipo de cambio más atractivo, dando 2

florines por dólar americano cuando Ud. hace sus compras. El florín tiene 100 centavos. Monedas de plata de 5, 10 y 25 centavos, 1 florín y 2½ florines; las de cobre son de 1 y 2½ centavos. Las monedas de 5 centavos son muy populares como souvenir, pues son cuadradas. Hay billetes de banco en denominación de 2½, 5, 10, 25, 100, 250 y 500 florines.

La capital de Aruba es ORANJESTAD, con una arquitectura típicamente holandesa con alguna influencia española. Los edificios están pintados en los brillantes colores característicos del ámbito del Caribe. Grandes trasatlánticos, cargados de pasajeros y de mercancías atracan regularmente en su puerto. Es excitante pasearse en los días de gran tráfico marítimo por los espaciosos muelles. La imaginación vuela tras los nombres de lejanas tierras impresos en las balas de mercancías. Yokohama, Hong Kong, Italia o Nor-

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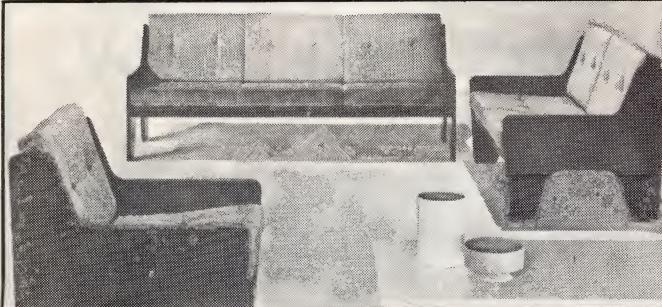
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uega se nos antojan mensajes de amigos lejanos.

Las mercancías traídas de los más distantes rincones del mundo hacen que el centro de Oranjestad constituya una verdadera tentación para el turista. Relojes suizos, cámaras, perfumes, sweaters de Cachemira, sedas, azulejos holandeses, loza fina, binoculares, licores, lanas y otros tejidos, piedras preciosas, miniaturas de porcelana, novedades tejidas en paja, esculturas de marfil del Oriente, cristalería, tallados en madera de Indonesia y China, artículos de cuero, vajillas de plata, oro, etc., son artículos que, gracias a los bajos impuestos de importación su pueden comprar aquí a precios muy ventajosos.

Una atracción turística es la caleta de Oranjestad donde están anclados innúmeros barquichuelos procedentes de diversos lugares del Caribe. Allí se encuentra el bullicioso mercado donde en puestos amplios y soleados, despliegan los barqueros sus tentadoras mercancías.

Llenos de colorido son los puestos de frutas, legumbres, y hortalizas. En este mercado al aire libre los compradores son tan pintorescos como las frutas que allí se venden. Los oídos se nos llenan con la confusa sinfonía de diversos lenguajes.

Junto al mar, muy cerca del puerto, está el bien cuidado PARQUE WILHELMINA, así llamado en honor de la reina madre Guillermmina de Holanda. En el centro de la plaza, rodeada de flores y de umbroras alamedas está una hermosa estatua de la recordada reina.

El clima de Aruba está considerado entre los mejores del Caribe. La lluvia es escasa y los días son frescos por el continuo fluir de los vientos Alisios. En este clima seco medra el DIVI DIVI, un árbol que, azotado por el continuo batir del viento crece en las más extrañas formas, siguiendo siempre la dirección del viento. Para fines industriales se cultiva el áloe, planta liliácea de la cual se extrae un jugo muy amargo usado en medicina. En el campo crecen los cactus; las casas típicas arubanas tienen una pintoresca cerca de cactus. A los arubanos les encantan las flores y se esmeran en cultivarlas. La mayoría de los hogares están rodeados de buganvillas, adelfas, flamboyanes e hibiscos.

Aruba tiene muchos lugares de interés que son dignos de ser visitados. Entre ellos se encuentran las playas de PALM BEACH e EAGLE BEACH que pueden contarse entre las más bellas del mundo. La blanca arena se extiende por varias millas a lo largo de la costa y declina suavemente hacia las turquesas aguas del Caribe ofreciendo, en su mansedumbre, una excelente oportunidad para esquiar sobre el agua, navegar y nadar. En el mar que circunda nuestra isla pululan una extensa variedad de peces, haciéndolo propicio para los diferentes tipos de pesca.

Un distintivo del paisaje arubano es el HOOIBERG (Colina Almiar); para el que desee escalarla hay una escalera que conduce hasta la misma cima.



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Al norte de la isla hay bien abrigadas ensenadas que ofrecen sitios ideales para excursiones campestres. Para aquellos a quienes les gusta nadar en un fuerte oleaje este lado de la isla es perfecto. Dos de las más curiosas ensenadas son ANDICURI y DOS PLAYAS; peñascos imponentes se internan en el mar desafiando el embate de las olas que van a estrellarse contra ellos con estentóreo ruido, formando así un violento contraste con las apacibles arenas de la ensenada. Sumamente interesante es el PUENTE NATURAL obra arquitectónica de la naturaleza, socavada en la dura roca por la incesante embestida del mar; no deje de visitarlo así como también a BOCA DRUIF, que es una gruta junto a las dunas de BOCA PRINS.

El CUNUCU, que quiere decir campo en papiamento, está punteado por casitas de vivos colores y por impresionantes formaciones rocosas. Las más imponentes se encuentran en AYO y CASIBARI donde la naturaleza acumuló una sobre otra tremendas masas de granito de miles de toneladas de peso. En AYO Ud. puede explorarlas internándose por intrincados laberintos. En CASIBARI está la BOCA DEL DRAGON, que es una curiosa formación favorita de los fotógrafos.

Los que están interesados en la cultura autóctona, encontrarán antiguos dibujos indígenas en las paredes de las cavernas de FONTEIN y de CANASHITO, y en las rocas de ARIKOK y AYO.

Los espeleólogos hallarán un reto en las grutas de QUADARIKIRI y HULIBA.

Otro sitio de interés es la iglesia y el cementerio de SANTA ANA. La iglesia tiene un magnífico y centenario altar gótico de roble, tallado a mano.

También el CASTILLO DE LOS PIRATAS en BUSHIRIBANA, montado sobre un promontorio, frente a la costa de barlovento. Las ruinas de este "castillo" son en realidad las ruinas de una vieja mina de oro, reliquia de lo que fuera la primera industria de Aruba. En BALASHI están las ruinas de otra mina de oro.

La LAGUNA ESPAÑOLA recibió ese nombre por que allí reparaban sus buques los bucaneros españoles. El sitio es conocido hoy por su hermoso y apacible panorama.

En el FRENCHMAN'S PASS o sea PASO DEL FRANCES fué donde, según la leyenda, los indios pelearon contra los franceses para defender la isla de los invasores extranjeros. Actualmente es predio de bullangueros periquitos arubanos.

Al otro lado de la Isla está situado SAN NICOLAS, construido alrededor de la refinería petrolera, donde varios almacenes de Oranjestad tienen sucursales para la conveniencia de los que desembarcan en la parte oriental de Aruba.

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# What's the most popular sport in Aruba?



## Shopping at Spritzer & Fuhrmann.

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According to U.S. Customs regulations each returning resident is allowed to take back, free of duty and tax, articles not exceeding an amount of \$100, which amount is based on the fair retail value of the items in the country obtained. Use of this exemption is only allowed in case the resident's stay abroad exceeds 48 hours and if the resident has not yet used part of it within the preceding 30 days.

1. You may take back with you, any articles you wish to, provided you pay tax on the amount in excess of the \$100. Tax is levied on the wholesale price of the item paid in the country where it is obtained which price is generally reached by subtracting 40% of the retail value of the article.
2. It is advisable to use the \$100 exemption for the high duty items and to pay duty on the low duty items.
3. Gifts to friends and relatives in the U.S. up to \$10
4. Persons over 21 are permitted DUTY-FREE liquor not exceeding ONE QUART!
5. Merchandise originating in COMMUNIST CHINA, NORTH KOREA, NORTH VIETNAM and CUBA IS PROHIBITED in the U.S. However, according to the new regulation, goods from Communist China not exceeding \$ 100,— are allowed within your \$ 100 exemption.
6. To pass U.S. customs smoothly, fill out your declaration carefully and keep all dutiable items and sale slips together and in a handy place!!

Remember that you are allowed to take back as much merchandise as you want. All you have to do is to pay duty on what you declare over your \$ 100.— duty free allowance, and even after duty has been paid upon arrival in the U.S.A., purchases made in Aruba, at free-port prices are still GOOD BUYS.